

ABSTRACT

Please replace the Abstract with the following Abstract:

[0043] ~~The present invention is directed to a & Display inserts capable are often of insertion inserted~~ in a product for use as an advertising display. ~~Preferably, the A common use for a~~ display insert is to inserted it into the central opening of a tire for use as an advertising display for the tire. The disclosed display insert includes a front panel section. The display unit further includes a rear panel section connected to the front panel section. The rear panel section includes a plurality of tabs.